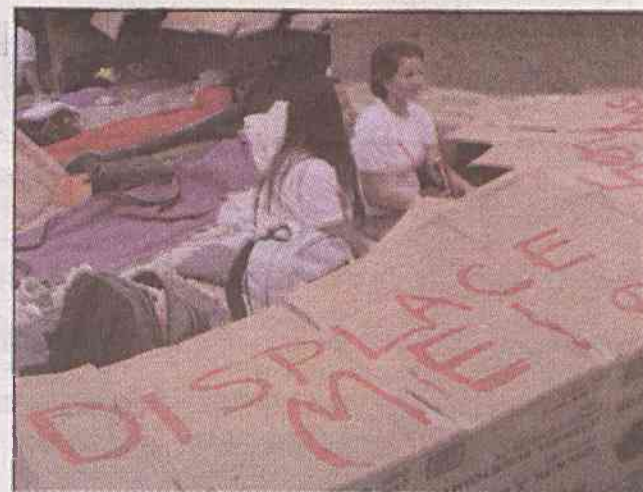


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Elon University's Weekly
Student Publication

PENDULUM

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demonstration
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Angie Lovelace/ photographer

Elon's online social network released

Ashley Lawton
Reporter

Elon University administration staff members released the university's new community Web site, E2, Tuesday.

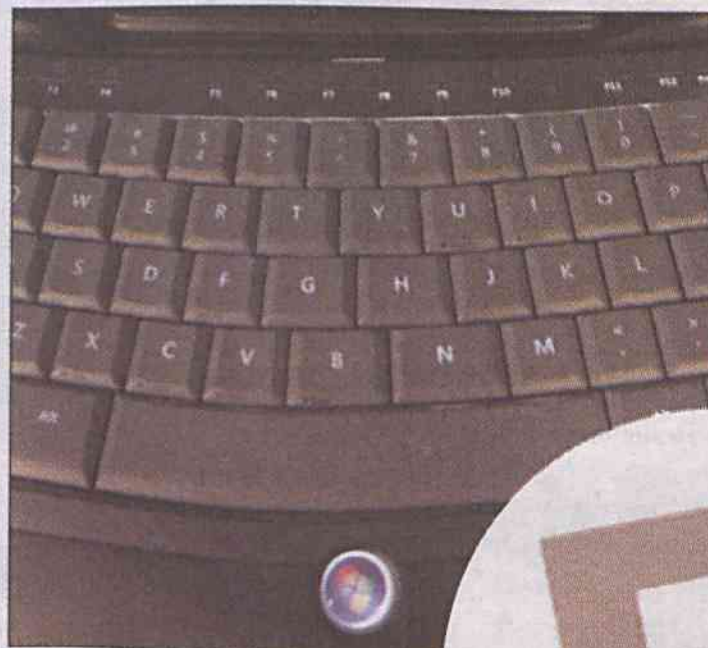
E2, short for Elon Town Square and pronounced "E squared," is a site to connect faculty, students, alumni and parents in an Elon social network. The site, however, didn't start out that way.

"The original goal was to connect alumni to Elon," said Dan Anderson, assistant vice president and director of university relations, the office which made the site. "Many students have [a Facebook profile], but what about alumni that graduated two years ago?"

The idea expanded to include all four user groups when Elon recognized a need and desire for the four groups to interact. With professors and alumni on the network, it would be only natural to expand it to students.

The idea to allow parents to join originated because "parents have been saying for years they want a way to talk to other parents," Anderson said.

Overall, E2 shares some popular, basic features with large, commercial sites like Facebook or MySpace. But according to Web Applications Developer John David Parsons, "we know we can't compete with Facebook, so we added new features."



Photos submitted and courtesy of MCT Campus

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